

Message Text

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44

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E.O. 11652: N/A

TAGS: BEXP, ETRD, PFOR, BU

SUBJECT: US PARTICIPATION IN 1974 PLOVDIV FAIR

REF: SOFIA 1161

VIENNA FOR REX

1. PRESUMING AN INVITATION, EMBASSY STRONGLY RE-COMMENDS US PARTICIPATION IN 30TH PLOVDIV INTERNATIONAL TRADE FAIR SEPTEMBER 3-10, 1974. WE ARE CONVINCED THAT IF US PARTICIPATION IS TO BE SUCCESSFUL, IT WILL REQUIRE A NEW APPROACH TO DEVELOPING THE OVERALL PRESENTATION. WE HOPE THAT MAJOR JOINT EFFORT BETWEEN STATE, COMMERCE, AND USIA CAN BE MOUNTED WITH COMMERCE IDENTIFYING AND ENCOURAGING FIRMS WHICH CAN CONTRIBUTE TO THE OVERALL THEME, DEVELOPED BY USIA AND APPROVED BY STATE AND COMMERCE.

2. EARLY DETERMINATION OF COORDINATED THEME BASED ON REALITIES OF US-BULGARIAN RELATIONS TAKING INTO CONSIDERATION BOTH USG AND GOB INTERESTS AND DESIRES, IS ESSENTIAL.

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3. STATEMENTS BY HIGH USG OFFICIALS, INCLUDING THE

SECRETARY, ON THE NEED TO INCREASE WORLD FOOD PRODUCTION, FREQUENTLY DEMONSTRATED GOB INTEREST IN US AGRICULTURAL TECHNIQUES AND EQUIPMENT AND CODEL CEDERBERG'S PROMISE TO GOB OFFICIALS THAT USG WOULD SEE WHAT COULD BE DONE TO BRING DISPLAY OF AMERICAN AGRICULTURAL MACHINERY TO PLOVDIV IN 1974, MAKES AN AGRICULTURAL THEME AN OBVIOUS CHOICE FOR THE US PAVILION.

4. ZHIVKOV'S VIGOROUS EXPRESSIONS OF GOB DESIRES FOR MORE COMMERCIAL AMERICAN PARTICIPATION IN FAIR (SOFIA 1161) AND REPEATED ASSURANCES BY FIRST DEPUTY FOREIGN TRADE MINISTER LUKANOV THAT AMERICAN FIRMS CAN EXPECT TANGIBLE AND PROFITABLE RESULTS FROM THEIR PARTICIPATION, ARGUE PERSUASIVELY FOR COMMERCIALIZATION OF OUR EFFORT AT PLOVDIV. LUKANOV HAS SUGGESTED AS THEME (INCIDENTALLY HE RECOGNIZES PURPOSE OF OUR THEME CONCEPT AND ADMITS ITS EFFECTIVENESS), A COMPLETE AGRICULTURAL SYSTEM DEALING WITH FRUIT, VEGETABLES, WHEAT, OR LIVESTOCK.

5. WE ARE CERTAIN COMMERCE CAN IDENTIFY US COMPANIES WHOSE PRODUCTS CAN BE DISPLAYED, WILL EFFECTIVELY SUPPORT OUR THEME CONCEPT AND WILL BE SALEABLE IN BULGARIAN MARKET.
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